



Service Matters

SPECIAL EDITION

Celebrating ABAG's 50th Anniversary

Strength of Nine: Emergence of a Regional Concept

When the Association of Bay Area Governments was formed in 1961, the concept of regional governance and partnerships that transcended city and county boundaries was new territory. Multiple state and federal mandates and agency formations that started to occur in the late fifties made many Bay Area elected leaders uneasy about metropolitan authority over land use and transportation. Berkeley Mayor Claude B. Hutchinson convened a meeting of Bay Area Mayors in 1958 and Pacifica Mayor Jean Fassler brought together other electeds in San Mateo County. Out of these and many other meetings about city opposition to unmanaged metropolitan authority, an alternative voluntary metropolitan council emerged.

Berkeley Councilmember and UCB planning professor Jack Kent, with assistance from City Managers John Phillips (Berkeley) and Wes McClure (San Leandro), and the League of California Cities, formulated a joint powers agreement that would require the approval of a majority of both cities and counties to execute. By January 24, 1961, 52 cities and six counties had signed on to "the permanent establishment of a forum for discussion and study of metropolitan area problems of mutual interest and concern of the cities and counties of the San Francisco Bay Area and for

development of policy and action recommendations for the solutions of such problems." This metropolitan

council concept became the Association of Bay Area Governments, making it the first council of government in California, just a few years behind similar efforts in Detroit (1954), Salem, Oregon, and Washington D.C. (both 1957).

Wilbur Smith, former San Rafael City Manager and Assistant Director of the National League of Cities, became ABAG's first Executive Director and Berkeley Mayor Claude Hutchison the first President. ABAG's first offices were rented basement spaces in the Claremont Hotel (legally in Oakland, postally in Berkeley) where the Institute for Local Self-Government (a joint LCC-CSAC venture now known as the Institute for local Government) and the League were already housed. When MTC was formed in 1971, MTC also set up its first offices there.

In its first decade, ABAG developed the first open space plan, an ocean coastline plan, an airport systems plan, and regional information systems and technology support. The agency also had specific goals related to air pollution and water quality control, bay conservation

and development, and regional refuse disposal needs. These early efforts and analysis culminated in the Bay Area's first comprehensive "Regional Plan: 1970-1990" with its emphasis on city-centered growth. In 1971, ABAG was certified by HUD as the Bay Area's areawide planning organization, and

ABAG 50th cont. on page 8



**Association of
Bay Area Governments**

In This Issue

ABAG Celebrates 50 Years

FOCUS...Land Use

Energy Upgrade Program

ABAG Welcomes Jim Hill

Public Engagement: Vital Leadership Seminar

Pgs. 1, 8, 9 & 10 Spring General Assembly

Pgs. 2 & 3 ABAG Historical Timeline by Decade

Pgs. 3 Less Spray, Better Bay

Pgs. 4 Growing Smarter Together Awards

Calendar of Events

Pgs. 4 Notable Numbers

Pgs. 4

Pgs. 5, 6 & 7

Pgs. 11

Pgs. 11

Pgs. 12

Pgs. 12

FOCUS: Locally Nominated and Regionally Adopted Land Use

In this 50th Anniversary edition of *Service Matters*, we celebrate ABAG's FOCUS Initiative. FOCUS was born in 2006 from the state's Blueprint Planning Program, a voluntary and competitive grant program for initiating or augmenting the land use planning efforts of Metropolitan Planning Organizations (MPOs) and Councils of Government (COGs). The Regional Blueprint Planning Program promoted development of a preferred growth scenario – or “blueprint” – to achieve specific objectives for a twenty-year planning horizon (through 2025), accomplished by consensus of regional leaders, local governments, and stakeholders.



City of Petaluma PDA

In the Bay Area, ABAG's long range Blueprint Planning Program is entitled FOCUS. The FOCUS Initiative encompasses a regional development and conservation strategy that promotes a more compact land use pattern for the Bay Area. It unites the efforts of four regional agencies into a single program that links land use and transportation by encouraging the development of complete, livable communities in areas served by transit, and promotes conservation of the region's most significant resource lands. FOCUS is led by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC), with support from the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC)—in partnership with congestion management agencies, transit providers, and local governments throughout the Bay Area.

Through FOCUS, regional agencies support local governments' land use planning commitments by working to direct existing and future incentives to Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs). PDAs are locally identified infill development opportunity areas near transit

and PCAs are regionally significant open spaces for which there exists a broad consensus for long-term protection. These areas have been identified based on criteria that are consistent with the Bay Area's regional goals. \$7.5 million has been made available to PDAs for Station Area Planning grants with \$15 million in additional grants to be available over the next three years. MTC has increased its Transportation for Livable Communities program and has focused that program on planning in PDAs and funding capital improvement in PDAs.

FOCUS is about working together—regional agencies, local governments and communities collaborating to protect and improve the quality of life in the Bay Area. Local governments in the Bay Area are essential partners, since they are responsible for making decisions about land uses and future development in their communities. FOCUS has sought willing local government partners who share the goals of encouraging more compact development that offers a range of housing and transportation choices. FOCUS is also about building partnerships with local and regional stakeholder groups that represent affordable housing, economic development, transportation/mobility, the environment, and social equity.

FOCUS Evolving--Critical to SCS Next Steps

When the State of California passed its monumental Assembly Bill 32 (Global Warming Solutions Act) and later Senate Bill 375, Bay Area regional agencies knew that they were well positioned for the task of reducing greenhouse gas (GHG) emissions and identifying areas to house our population. Because of the FOCUS Initiative, Bay Area regional agencies and local jurisdictions had already made great strides and were well on their way along a sustainable path.

To date, more than 127 Priority Development Areas in 60 Bay Area jurisdictions and nearly 100 Priority Conservation Areas have been identified. Together, these areas comprise about 115,000 acres of urban and suburban land, less than five percent of the Bay Area's total land area. However, even though this is a small proportion of the region's land area, the proposed PDAs could accommodate over half of the Bay Area's projected housing growth to the year 2035, mostly at relatively moderate densities. The objective is the achievement of areas that are well planned with good housing choices, transit options, and walkable amenities and services to address the day-to-day needs of both current and future residents.

The FOCUS PDAs will constitute a major part of the foundation of the region's Sustainable Community Strategy (SCS) that identifies how we will achieve the region's GHG reduction targets and meet housing goals. Currently, ABAG is conducting an extensive analysis, working with Bay Area jurisdictions to ascertain how much growth can be

Energy Upgrade Program Tackles Climate Change

The new Energy Upgrade California Program is a statewide collaborative designed to create a new industry and transform the market for energy efficiency retrofits to existing buildings. Energy Upgrade California is a collaboration of the California Energy Commission, the California Public Utilities



Commission, and utilities and municipalities throughout the state, including ABAG. Over 50,000 retrofits are anticipated statewide. Here in the Bay Area, the goals of the Energy Upgrade Program are to improve energy efficiency of 12,750 residential units, help property owners save money on their utility bills, develop a robust job market, reduce local greenhouse gas emissions, and create a pathway to GreenPoint Rated Existing Homes. ABAG has partnered with eight Bay Area counties and a team of public and private partners to implement this comprehensive community-residential building retrofit program in the Bay Area.

The Energy Upgrade Program for home energy-efficiency retrofits offers homeowner rebates and tax credits, contractor business expansion loans, green workforce training, and an expansive outreach campaign to attract participation. As part of the program, ABAG has developed a website, available at www.retrofit.abag.ca.gov. This collaborative website will allow local governments to share best practices and resources and serve as a place for homeowners and contractors to learn about the Energy Upgrade Program and to apply for assistance in their area. The program's call center is available at (510) 464-8484.

The Energy Upgrade Program is an important strategy for local jurisdictions because residential use is attributed to more than 20 percent of greenhouse gas emissions and directly relates to regional and local climate protection goals. Homes lose energy through air leaks, poor insulation, duct-system leaks, inefficient heating/cooling equipment, and old appliances and lighting. The Energy Upgrade Program offered through

individual local government programs allows homeowners to make energy retrofits such as lighting and heating upgrades to their home at low to no cost. Through the program, homeowners are eligible for rebates and tax credits for home energy upgrades, as well as conduct energy audits and measure their home's carbon footprint. Specific program elements and homeowner eligibility vary by location. This kind of energy efficiency has been developed to help reduce the absorbent amount of greenhouse gas emissions attributed to homes, help homeowners save money on their home utility bills, and stimulate the economy with its services.

Residential Energy Efficiency in Action: (Sonoma County's Energy Efficiency Programs)

Sonoma County has been a leader in home energy efficiency program implementation. In Sonoma County, rebates include homeowner incentives of up to \$3,500 for whole-house energy upgrades. Local water utilities offer a range of rebates for water conservation improvements such as high-efficiency clothes washers and toilets, and drought-tolerant landscaping and turf removal. The county's California Solar Initiative program provides incentives for installation of new solar electric systems. Federal tax credits are available for a range of energy upgrades including heating/cooling systems, appliances, and on-site solar systems. Sonoma County's Energy Independence Program has been providing property-tax assessment financing since March 2009. The program provides property-tax assessment financing for energy efficiency, solar, and water conservation projects. The county also offers the Mortgage Refinancing Program through the Federal Housing Administration with mortgages that provide additional funds for energy upgrades. Sonoma County's programs could be used as a model for what some of the other cities, towns, and counties may implement under the Energy Upgrade Program. To learn more about Sonoma County's program, visit http://sctainfo.org/efficient_build.htm#pilot_projects.

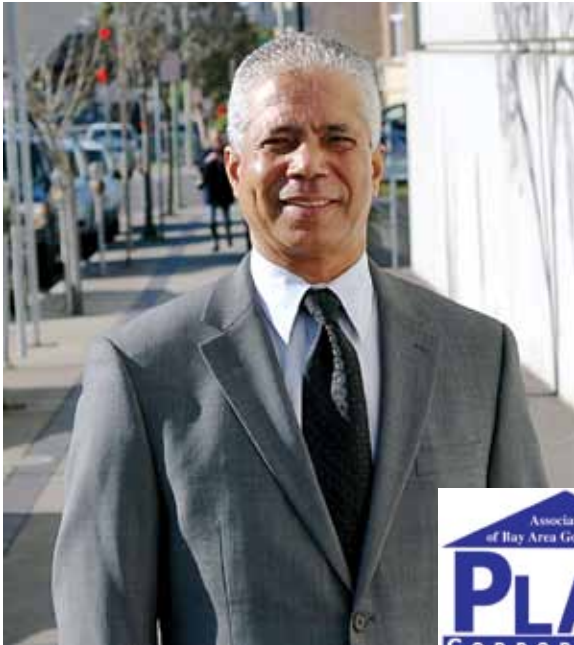
FOCUS cont. from page 2

accommodated in the PDAs. This analysis will form the bases for creation of the initial vision scenario, a major milestone in the development of Bay Area's SCS.

While the state funding that seeded the development of FOCUS has ended, our efforts continue to evolve and thrive as ABAG's innovative approach to achieve complete communities in our region and accommodate sufficient housing for natural population increases and workforce needs. Through FOCUS, local governments and regional agencies are making a difference in how our region grows and develops.

ABAG Welcomes James Hill as New Risk Manager

We are pleased to have James Hill join the ABAG team and the ABAG PLAN Program as Risk Manager. Hill has more than ten years of experience working with public entities structuring alternative Risk Management programs (pooling and self insurance). He has experience in budget planning and development, including analysis of JPA financial statements, experience in Municipal Risk



James Hill, ABAG PLAN Program Risk Manager



identification and Exposure Analysis (Public Liability). Hill also has a fundamental knowledge of claims operating systems and the claims administration process. He possesses excellent public and government relations skills. Before joining ABAG, Hill worked with Keenan and Associates in Oakland, which specializes in providing risk management services to public entities, including JPA management, commercial insurance brokerage services, and third party claims administration. He is a member of PARMA and has been a liaison to the League of California Cities and the Municipal Managers Association of Northern California.

Public Engagement: The Vital Leadership Skill in Difficult Times

From difficult land use and planning decisions to cash-strapped local budgets, local governments, special districts, and other agencies realize that engaging residents in difficult policy decisions has become more important than ever. To meet these challenges, a fast-moving and participatory half-day seminar is being offered by Pepperdine University's Davenport Institute for Public Engagement and Civic Leadership, at the Oakland Conference Center (Laurel Room, 7th Floor), 1100 Broadway, downtown Oakland, on Monday, February 28th, 8:30 a.m. – 12:30 p.m. Attendees will learn about the public engagement spectrum (from informing to involving); how purpose helps design the process; and how to ask the range of assessment questions needed before engaging the public, and



more. Led by Ed Everett, Senior Fellow, Civic Engagement Practice at the Davenport Institute, and Pete Peterson, Executive Director of the Davenport Institute at Pepperdine's School of Public Policy, the seminar will utilize a number of case studies and participatory small group exercises to instruct attendees in the basics of participatory leadership. City staff, elected officials, school district leaders, and county/regional officials and staff are invited to participate. The seminar is free, but pre-registration is needed to attend: **Register online at** <https://store.abag.ca.gov/authorizenet/public.html>.

ATTENTION

DATE and LOCATION CHANGE

ABAG Spring General Assembly and Business Meeting

April 14, 2011 • Oakland Marriott

Registration Information Available in March

Check our website: www.abag.ca.gov or call 510-464-7900 for more information

The Association of Bay Area Governments: Five Decades of History in the Bay Area

1960s

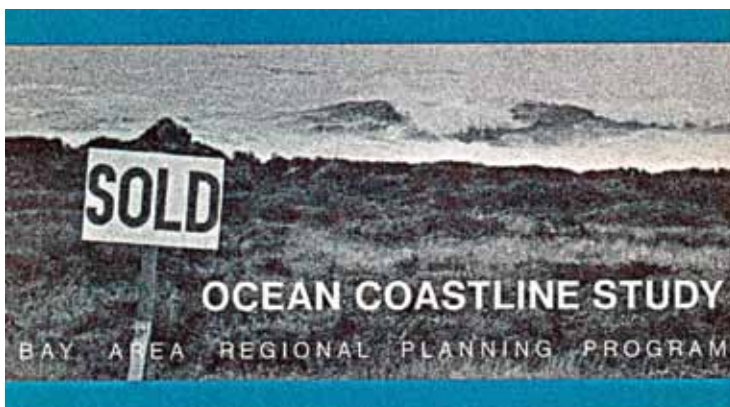
In the early 1960s, ABAG aimed to establish coordination and cooperation of Bay Area cities and counties for constructive and positive purposes for the Bay Area.

At the forefront in Bay Area planning and innovative work programs, ABAG in its first decade developed the first open space plan, an ocean coastline plan, an airport systems plan, Bay Area transportation study, and regional information systems and technology support which culminated in the Bay Area's first comprehensive "Regional Plan: 1970-1990" with its emphasis on city-centered growth.



regionwide planning organization, and ABAG begins reviewing environmental impact statements for Federal and state-funded projects and Federal development projects. The number of projects reviewed by ABAG explodes, from 145 projects totaling \$147 million in 1971 to 1,010 projects totaling \$741 million in 1975.

In 1974, a system of review panels was created to access and analyze development proposal that potentially conflicted with ABAG's adopted regional plan. Through this system, the Regional Planning Committee and the Executive Board in a contentious and dramatic meeting effectively stopped development of a "premature and sloppily planned new town," called Las Positas, just outside of Livermore.

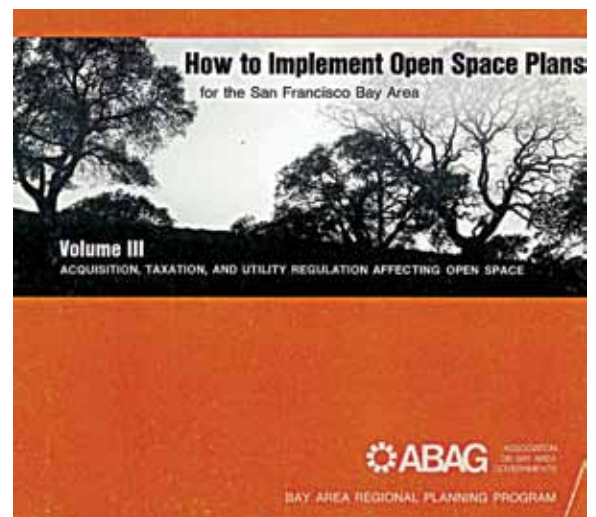


1970s

ABAG's attention to Bay Area environmental issues continues to grow. Toward the end of the decade, ABAG increases its focus on the region's economic future.

July 30, 1970: ABAG issues Regional Plan 1970-1990, the Bay Area's first comprehensive regional plan.

In 1971, ABAG is certified by HUD as the Bay Area's



In the late 1970s, EPA and the State approved ABAG's groundbreaking, complex work program that combined air and water quality, water supply, and solid waste which created an Environmental Management Plan for the Bay Area.

1980s

In the 1980s, ABAG's environmental work and expertise in hazardous waste issues expands, increasing visibility through annual HAZMACON conferences (Hazardous Material Management conference and trade show), with the first HAZMACON 84, drawing 1,500 attendees in 1984 and 7,000 in 1990.

In 1983, ABAG launched its first financial service program—credit pooling. The initial \$4 million issuance enabled four cities to purchase items ranging from vehicles to buildings to communications systems.

April 1986: The Bay/Delta Project, later the San Francisco Estuary Project and now the San Francisco Estuary Partnership, is initiated to establish plans for sensitive estuaries in the region.

1986: ABAG's 25th Anniversary celebrated at Spring General Assembly: Focus of GA, The Future: Is it what it used to be?" reflects the region's economic and environmental challenges and concerns.

May 22, 1986: ABAG's Administrative Committee approves the new Pooled Liability Assurance Network (PLAN), and the Newark City Council votes to become PLAN's first charter member.

Jan. 1988: ABAG launches the BALANCE Foundation to address building the economy while preserving the environment.



1990s

ABAG's work on earthquake preparedness increases in the aftermath of the 1989 Loma Prieta earthquake issuing series of research reports, preparedness and hazard mitigation videos, accompanied by extensive outreach to public and private sectors.

ABAG increases its attention to how governments can benefit by improving technology, adding Internet and computer technology to its outreach methods and program development.

1994: ABAG is the first Council of Governments to offer documents (describing the organization and programs) on World Wide Web and the second public agency to do so in California. This began abagOnline, ABAG's online service, and the launch of specialized training on the Internet (HazMat School).

1995: ABAG's cost-effective member service programs now include energy management with the establishment of POWER.

1998: ABAG PLAN introduces a police in-car video loss prevention program.



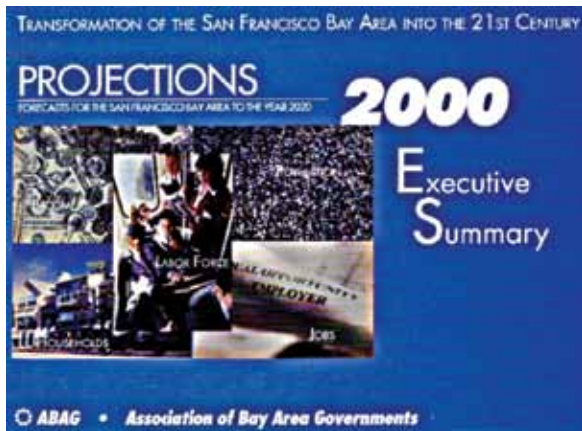
2000s

2000-2010

A decade of economic instability, state and local government budget concerns, rise and fall of housing value, smart growth strategic planning, and climate action challenges. Regional planning efforts focus on growth and sustainability; pollution prevention and environmental justice; housing needs and homelessness; natural hazards mitigation; and youth gun violence prevention.

2001: ABAG is first COG in the state to complete its Housing Needs Determination process, receiving a commendation and plaque from HCD. Receives an Ahwahnee Award of Merit from Local Government Commission for this same effort.

2001: 40th Anniversary celebrated at Spring General Assembly (April) with gala reception and dinner following. Spring General Assembly focus is “Incentives for Action: Growing within Our Boundaries,” co-sponsored by ULI and HCD about ways to implement smart growth.



2002: Smart Growth Strategy/Regional Livability Footprint Project--series of 18 workshops conducted to create a regional vision, called the “Network of Neighborhoods—Shaping the Future of the Nine County Bay Area.”

Green Business Program received the Governor’s Environmental and Economic Leadership Award for leadership in sustainable practices, reaches milestone of certifying 2000 businesses and public agencies by 2009.

2003: Projections 2003 is released, updating long-term regional projections of population, employment and housing: becoming policy based reflecting a “smart growth” land use scenario and a more aggressive

level of housing projection as identified in the Network of Neighborhoods.

2004: Milestone Partnership ABAG-MTC Joint Policy Committee: formally began meeting in June with Air District and BCDC joining later.

2005: ABAG and MTC develop a joint work program, continuing efforts to work even closer with the Air District and other regional agencies in partnerships to make progress in linking land use and transportation planning.

2005: ABAG PLAN Corporation celebrates 20 years of creating and sustaining risk management and insurance services for local governments: providing property and liability insurance to 32 cities and towns in the Bay Area.

2006: Growing Smarter Together Awards program instituted to feature local governments’ efforts and best practices, spotlight individuals, programs, and projects that have built housing, promoted social equity and environmental justice, revitalizes their communities, and preserved and protected the environment.

2007: ABAG’s San Francisco Estuary Partnership updates the Comprehensive Conservation and Management Plan involving over 80 representatives from all levels of government, business, academia and non-profits.

2008: Youth Gun Violence Task Force authorized.

2009: San Francisco Bay Trail celebrates 20th anniversary and completion of nearly 300 miles of trail.

2010: Implementation of SB 375 and development of a plan for regional Sustainable Communities Strategy to engage local government, communities and regionwide stakeholders in ways to build a better Bay area over the next 25 years.



ABAG 50th cont. from page 1

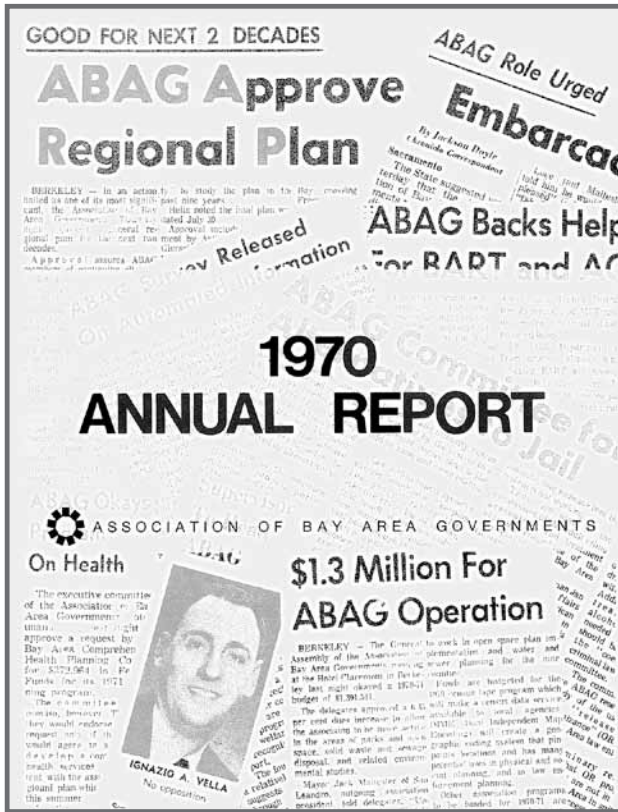
ABAG began reviewing environmental impact statements for Federal and state-funded projects and Federal development projects.

Planning and Model Local Government Support Services

In 1972, ABAG adopted a Regional Open Space Plan for the boldest open space system designed for any metropolitan area in the world with a target of 3.4 million acres of open

“The history of ABAG is a picture of a large, diffuse group of people who in a very imperfect world, have managed to enjoy the good, surmount the bad, learn from both, move with the times and help to make this unique area something better than it otherwise would be.”

Revan Tranter, ABAG Executive Director Emeritus



space. By the late 1970s, EPA and the State approved ABAG's groundbreaking, complex work program that combined air and water quality, water supply, and solid waste, which created an Environmental Management Plan for the Bay Area. This was the end result of the State Water Resources Control Board designating ABAG to take on 208 responsibilities relating to the problem of non-point source pollution, and EPA awarding ABAG a massive \$4.3 million grant to carry out the work needed.

In 1974, a system of review panels was created to access and analyze development proposal that potentially conflicted with ABAG's adopted regional plan. Through this system, the Regional Planning Committee and the Executive Board in a contentious and dramatic meeting effectively stopped development of a "premature and sloppily planned new town," called Las Positas, just outside of Livermore. ABAG's reputation for being at the forefront in Bay Area planning and innovative work programs and problem solving was set and established a pattern of excellence that continues today.

The Economy and the Environment

The 1980s reflect ABAG's focus on the region's economic future. The challenging regional issues encompassed stabilizing the imbalance of jobs and housing, financing economic development, and revitalizing depressed areas, on top of energy conservation. ABAG launched a series of innovative service programs to support local governments' efforts to meet these Bay Area challenges, creating its first financial service program—credit pooling (1983). The initial \$4 million issuance enabled four cities to purchase items ranging from vehicles to buildings to communications systems. ABAG later added Pooled Exempt Adjustable Rate Leasing (PEARL) to its financial services and the Executive Board approved a worker's compensation program. In 1986, ABAG's Administrative Committee approved the new Pooled Liability Assurance Network (PLAN), which would provide risk management



Town of Ross, member of ABAG PLAN's pooled insurance

services to local government. Newark City Council voted to become PLAN's first charter member. ABAG also established the BALANCE Foundation to address building the economy while preserving the environment. In 1986, ABAG's 25th Anniversary and the economic and environmental challenges the region and local governments faced were marked at the Spring General Assembly with the theme "The Future: Is It What It Used to Be?"

ABAG's expanding environmental work and expertise in hazardous waste issues was demonstrated in the creation of its

ABAG 50th cont. from page 8

very successful annual HAZMACON conferences (Hazardous Material Management conference and trade show), which drew 1,500 attendees in the first HAZMACON 1984, and by 1990 was attracting more than 7,000. In April of 1986, ABAG's Bay/Delta Project, later the San Francisco Estuary Partnership, was initiated to establish plans for sensitive estuaries in the region.

This decade also marked the relocation of ABAG to its new Oakland headquarters. On April 23, 1984, the MetroCenter, jointly built and owned by MTC, BART, and ABAG, was dedicated. In 1987, the MetroCenter was renamed the "Joseph P. Bort MetroCenter" in honor of long-time Bay Area politician and regionalist Joe Bort, who was a founding board member of ABAG and MTC.



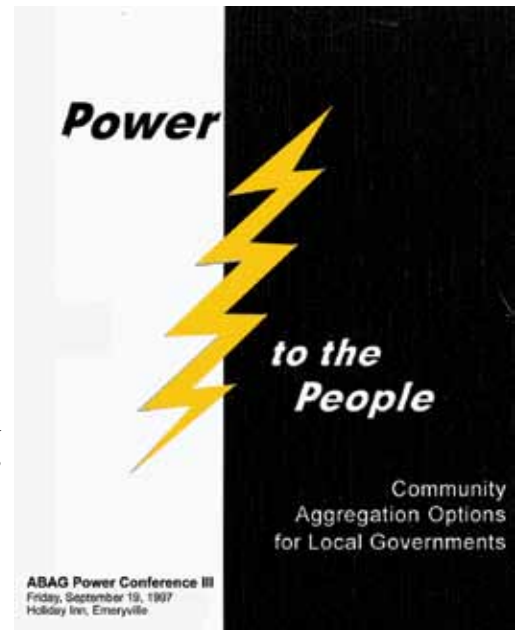
Ground Breaking of MetroCenter

Technology, Going Green, and Hazard Mitigation

In the nineties, technology informed advances in ABAG planning and services. ABAG becomes the first Council of Governments to offer documents (describing the organization and programs) on "World Wide Web" and the second public agency to do so in California. abagOnline, ABAG's online service, began providing public agencies with WEB hosting, Internet access

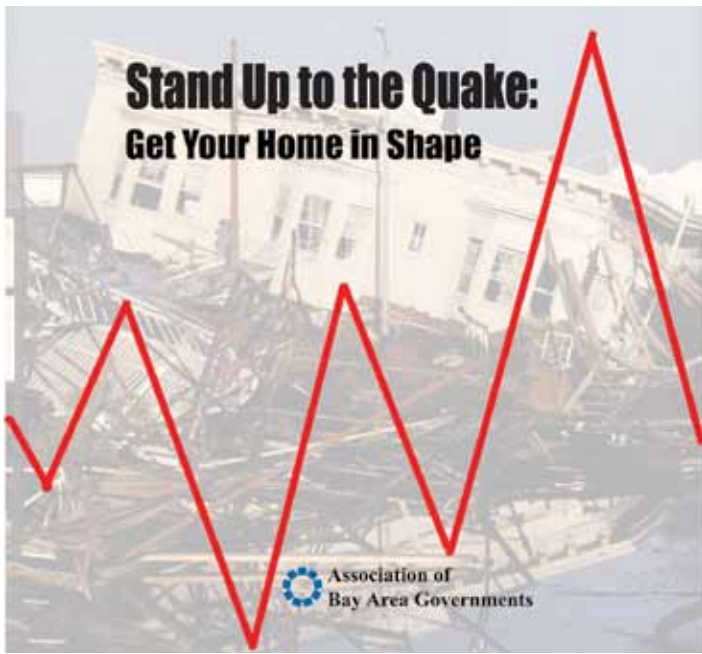
and assistance. ABAG's specialized Training Center moved beyond the "brick and mortar" classroom to the Internet-based HazMat School which has become a most successful national training site.

Green projects also became a part of ABAG's lexicon. The Bay Area Green Business Program, a voluntary program that certifies small to midsize businesses as "green," is launched in 1996. It becomes a model program for businesses and local government agencies to meet higher regulations for waste reduction, pollution prevention, and energy and water conservation. In 1999, ABAG POWER began providing renewable, or "green," energy to participating members in its electric program. By February 2000, ABAG POWER members had received a total of approximately \$750,000 in rebate checks for using green power, granted by a State program encouraging the use of renewable energy. In 1997, the Bay Area Alliance for Sustainable Development is established as a multi-stakeholder coalition whose members represent economy, environment, social equity, and government.



During the nineties, ABAG's work on earthquake preparedness and hazard mitigation increased in the aftermath of the 1989 Loma Prieta earthquake. From ABAG's beginning, Bay Area earthquake research was a program focus that grew in the seventies and eighties to special reports on the earthquake liability issues of local government, business and industry. A regional information system on a variety of natural and man-made hazards, such as earthquakes, floods, and oil spills was also developed. In the 1990s, an even more extensive array of reports, analyses, and videos were published and distributed. These resources provide information on hazardous materials in earthquakes, the macro-economic effects of Loma Prieta, *Shaken Awake!* housing damage estimates, and reports on "how to ride out a quake, stand up to a quake, and prevent the nightmare"/hazard mitigation, and disaster impacts on transportation.

ABAG 50th cont. on page 10



ABAG's Stand Up to the Quake VHS video was made available in multiple languages.

The first decade of the 21st century has been a period of economic instability, state and local government budget concerns, rise and fall of housing value, smart growth strategic planning, and climate action challenges. National issues that impacted Bay Area concerns have included the 2000 Presidential election and decision by Supreme Court; the terrorist tragedy of September 11th, numerous dot-com failures, California's electricity crisis and the bankruptcy of PG&E, the first recessions of the millennium, and the largest projected State deficit in history. As a result, many innovative and multi-prong programmatic efforts have been ABAG's regional planning response. Projects have focused on growth and sustainability—from *The Smart Growth Strategy/Regional Livability Footprint Project and its Network of Neighborhoods Final Report* to the groundbreaking FOCUS Initiative and the local and regional agency partnership for developing the region's Sustainable Communities Strategy.

Other programs and projects developed over the past ten years have addressed such issues as land use and open space,

For more history and discussion of ABAG's history-making accomplishments and commitment, visit www.abag.ca.gov. On view is the special video, *The Birth of Bay Area Regionalism: A History of Partnership*, co-produced by ABAG and MTC to commemorate ABAG's 50th and MTC's 40th Anniversaries. This was premiered at the ABAG-MTC Anniversary Gala at the Claremont Hotel on January 21st. A special historical video retrospective of ABAG's 50 years will be posted in March with podcasts of in person interviews with ABAG's past leaders and decisionmakers. There you can also link to an insightful history of ABAG's first forty years written by Revan Tranter, UC Berkeley Visiting Scholar and ABAG's Executive Director Emeritus (1973-1995), entitled "ABAG—A Concise History."

pollution prevention and environmental justice, housing needs and homelessness, economic prosperity and jobs-housing balance, natural hazards mitigation, youth gun violence prevention, the Bay Trail, and bay/estuary/water conservation. State and regional efforts to maintain ABAG as a vibrant and fiscally strong organization have also been a focus. June 2004 marked the beginning of the Partnership of ABAG-MTC Joint Policy Committee, which was formalized in legislation by State Senator Tom Torlakson into today's Joint Policy Committee (JPC). The JPC coordinates the regional planning efforts of ABAG, MTC, the Air District, and the Bay Conservation and Development Commission.



Gwen Regalia, ABAG President 2002-2003, showcases ABAG Blueprint Report 2001.

From the first comprehensive *1970-1990 Regional Plan* to the current groundbreaking collaborative development of the Bay Area's Sustainable Communities Strategy (SCS), ABAG's problem-solving approach to issues affecting the Bay Area has been driven by the Agency's commitment to advancing constructive and positive coordination and cooperation among Bay Area cities, towns, and counties to meet regionwide challenges. This legacy and history of commitment to building a better Bay Area is ABAG's platform for launching the next 50 years of service.



MTC Executive Director Steve Heminger, and ABAG Executive Director Extra Rapport toast the 40th and 50th Anniversaries of each agency, before more than 300 elected officials, agency, and business leaders.

Less Spray, Better Bay

As part of its “Less Spray/Better Bay” multi-media campaign, the San Francisco Estuary Partnership has created and posted two new Estuary Report Video Podcasts on-line (<http://www.sfestuary.org/podcast/TER-options.html>). The new podcast, **Greener Pest Control**, features Estuary Partnership Communications Officer Athena Honore and EcoWise Certified Program Manager Ted Shapas talking about the importance of integrated pest management and offering tips for homeowners and building managers. To help keep San Francisco Bay healthy, the tips show how to eliminate or reduce pesticides by using Integrated Pest Management (IPM), which involves practicing good housekeeping, making physical changes to keep pests out, and using less or non-toxic pesticides. A key message featured is that chemical solutions are considered a last resort, and if used, need to be in the smallest possible and targeted amounts.



Athena Honore, San Francisco Estuary Partnership, holds a sample of Ant Control Pesticide.

‘Tis the season for ant invasions! is the subject of the second new podcast, **Controlling Ants**, which features the latest reports on environmentally sound methods to deter ants from entering buildings. The importance of environmentally sound methods is stressed because many ant pesticides are so toxic that even tiny amounts sprayed in and around homes or commercial buildings can kill “these tiny critters at the base of the food chain” in creeks many miles downstream—and ultimately harm the fish in San Francisco Bay.”

A new, downloadable fact sheet, “Healthy Building/Healthy Bay” has also been provided that illustrates simple, practical ways to make buildings healthier for workers, wildlife, and San Francisco Bay at <http://www.sfestuary.org/pages/index.php?ID=7>). Cities and counties are invited to use these video podcasts and other downloadable resources on their web sites by going to <http://www.sfestuary.org/podcast/> where they can also learn easy ways to use these resources.

ABAG’s San Francisco Estuary Partnership is a coalition of resource agencies, non-profits, citizens, and scientists working to protect, restore, and enhance water quality and fish and wildlife habitat in and around the San Francisco Bay Delta Estuary. Working cooperatively, the Estuary Partnership shares information and resources that result in studies, projects, and programs that improve the Estuary, and communicate its value and needs to the public. ABAG’s Estuary Partnership current strategic priorities center on promoting watershed stewardship, supporting climate change resiliency, serving as a resource for elected officials, decision makers, and the public in making decisions that benefit the Estuary, and developing green infrastructure leadership. ABAG is the home agency for Estuary Partnership staff and finances with the Partnership’s offices located within the San Francisco Regional Water Quality Control Board offices in downtown Oakland.

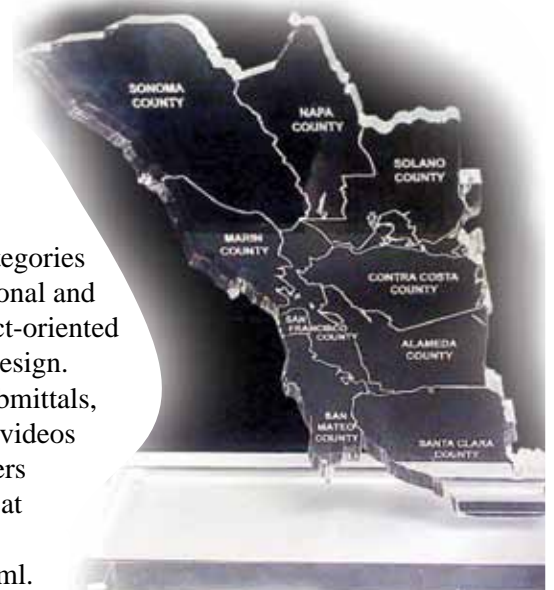
Call for Entries for the Fifth Annual ABAG Growing Smarter Together Awards Program

Has your city or county been recognized yet? ABAG’s Fifth Annual Growing Smarter Together Awards program will showcase the positive work being undertaken by cities, towns and counties in the Bay Area that advances smart growth principles.

Awards will be presented as part of the ABAG Spring General Assembly on April 14th.

The six award categories include both personal and program or project-oriented work and urban design. Guidelines for submittals, descriptions, and videos of previous winners are posted online at <http://www.abag.ca.gov/smarter.html>.

Submittals are due by 5 p.m. on Friday, March 4, 2011.





Association of Bay Area Governments
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Mark Your Calendar!

FEBRUARY 2011

February 24

**Sustainable Communities
Strategy Housing Methodology
Committee** 10:00 am
BCDC, 50 California Street, Suite 2600
San Francisco

February 28

**Public Engagement Training
Workshop for Elected and Senior
Officials** 8:30 am
Oakland Conference Center,
1100 Broadway, Laurel Room, 2nd Floor

MARCH 2011

March 1

**Sustainable Communities
Strategy Regional Advisory
Working Group** 9:30 am
MetroCenter Auditorium

March 3

**FOCUS Forum: Building Communities
Quality Housing for All Bay
Area Residents** 9:00 am
MetroCenter Room 171

March 15

Urban Pesticides Committee 9:00 am
MetroCenter Auditorium

March 17

**Legislation & Governmental
Organization Committee** 3:30 pm
ABAG Conference Room B

Finance & Personnel Committee 5:00 pm
ABAG Conference Room B

Executive Board 7:00 pm
MetroCenter, Auditorium

March 18

**ABAG/BAAQMD/MTC Joint
Policy Committee** 10:00 am
MetroCenter, Auditorium

March 24

**Sustainable Communities
Strategy Housing Methodology
Committee** 10:00 am
BCDC, 50 California Street,
Suite 2600, San Francisco

March 25

**Regional Airport Planning
Committee** 9:30 am
MetroCenter, Auditorium

ABAG Spring General Assembly and Business Meeting

April 14, 2011
Oakland Marriott

Registration Information Available
in March

Notable Numbers

Milestones from 1961-2010

1961: ABAG becomes the first Council of Governments established in California and one of the first in the nation.

1972: ABAG adopts a Regional Open Space Plan for the boldest open space system designed for any metropolitan area in the world with a target of 3.4 million acres of open space.

1986: The Bay/Delta Project, later the San Francisco Estuary Partnership, is initiated to establish plans for sensitive estuaries in the region.

1994: ABAG is the first Council of Governments on World Wide Web (online) and the second public agency to establish a web presence in California.

2002: Smart Growth Vision called *the Network of Neighborhoods Final Report*: Smart Growth Strategy/Regional Livability Footprint Project—Shaping the Future of the Nine County Bay Area is developed after 18 region-wide workshops and distilled from a large number of land use scenarios and extensive community engagement.

2008: ABAG Energy Watch program enrolls 70 cities, counties and special districts to help them achieve energy and cost savings by improving energy efficiency in public facilities.

2009: ABAG celebrates San Francisco Bay Trail's 20th anniversary and the completion of nearly 300 miles of walking and biking trails surrounding the Bay.

2010: ABAG in partnership with regional agencies begins implementing SB 375 and developing a plan for regional Sustainable Communities Strategy to engage local government, communities and regionwide stakeholders in ways to build a better Bay area over the next 25 years.

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ABAG President
Mayor, Union City

Susan L. Adams
ABAG Vice President
Supervisor, Marin County

Rose Jacobs Gibson
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